

FEB 19 1924 ✓

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GAMBLING WIVES ✓

Photoplay in six reels ✓

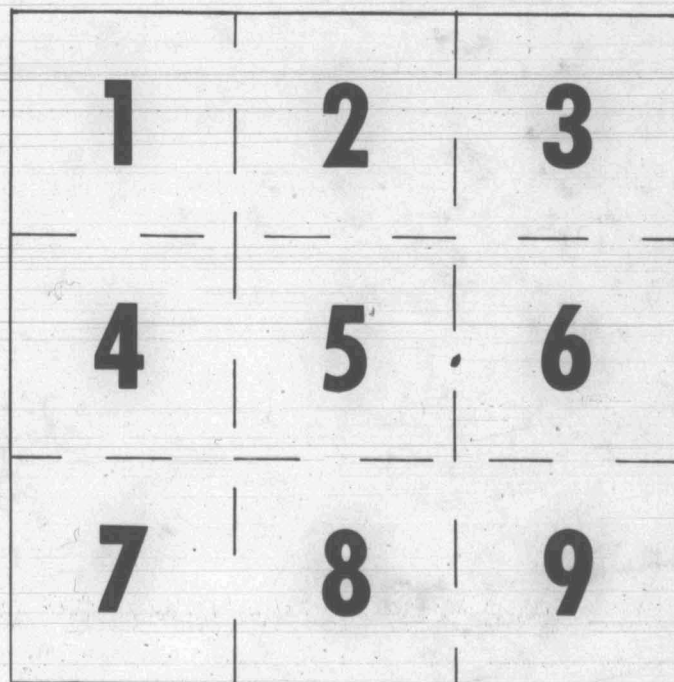
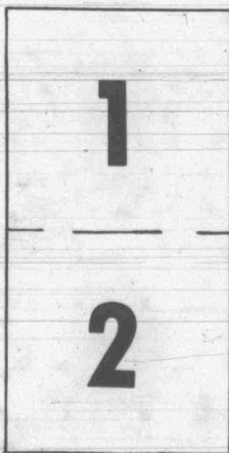
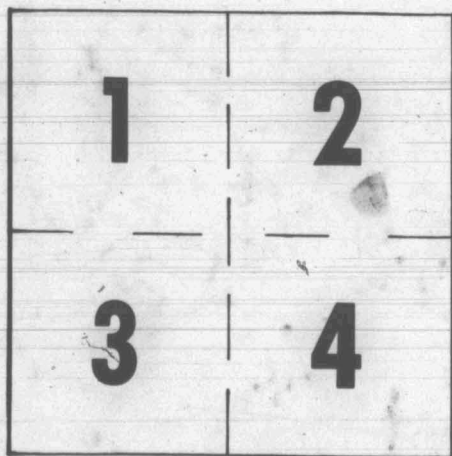
Story by Ashley T. Locke ✓

Directed by Dell Henderson

Author of Photoplay (under Sec. 62)

Arrow Film Corporation of the U. S. ✓

Maps on this order too large to be entirely included in one exposure are filmed clockwise beginning in the upper left hand corner, left to right and top to bottom as many frames as required. The following diagrams illustrate the method:



MAR -6 1924

ARROW
presents

A DELL HENDERSON PRODUCTION

GAMBLING WIVES



A SUPERB CAST IN THE SEASON'S GREATEST PHOTODRAMATIC ACHIEVEMENT

ANN FORREST.....MARJORIE DAW
BABY JUNE....BABY DOROTHY BROCK
VINCENT FORREST...EDWARD EARLE
A FRIEND.....LEE MORAN
BUDDY, THE WONDER DOG...HIMSELF

SYLVIA BALDWIN...BETTY FRANCISCO
DUKE BALDWIN.....JOE GIRARD
POLLY BARKER.FLORENCE LAWRENCE
VAN MERTON.....WARD CRANE
MADAM ZOE.....✓HEDDA HOPPER

Directed by
DELL HENDERSON

Story by
ASHLEY T. LOCKE

Adapted by
LEOTA MORGAN ✓

"Life at its best is a gamble,
For the rich, the poor, the saint or sinner;
Depending upon the game you play,
That makes of you the winner.

But if the devil holds the stakes,
And trumps the spade that digs your grave:
He will shuffle your fate with play for prey,
And make your penalty A PRICE TO PAY."

THE STORY

ANN AND VINCENT FORREST lived happily in a modest bungalow with their baby daughter June, and the opening of our story finds Ann busily engaged in going over her household accounts, greatly elated over the fact that she has been able to save a considerable sum out of her allowance to add to their fund with which they hope in time to purchase a home of their own.

Vincent is a young bank clerk, who has grown tired of the drab monotony of married life, the principal feature of which is the economy practiced by his wife and himself in order to save. His friend Reggie is constantly urging him to "step out" a bit and have a little fun, pointing to the indisputable fact that one is only young once and that it is foolish to live a life of all work and no play, and at last Vincent agrees. He and his friend go to the establishment of Madam Zoe, one of the most notorious and fashionable gambling houses in the city. Madam Zoe has been established in this "business" by Van Merton, who has gratified her every wish and given her a magnificent establishment wherein to entertain and fleece their friends and patrons.

Surrounded with all the comforts that money can provide, Madam Zoe lacks one thing which she most desires, respectability, and on the evening of Vincent's first visit, she is endeavoring to persuade Van Merton to marry her and give up the life they are leading.

Sylvia Baldwin and Ann were girlhood friends, but their ways parted when Ann gambled all on love and marriage, while Sylvia sought wealth via the matrimony route. Sylvia is married to Duke Baldwin, a good old sport, with plenty of money, whom she does not love but who looks to her like a good business proposition. On the day that Vincent decides to have a little fun on his own account, she goes to call on Ann and contrasts their different mode of living, and at the same time warns her that too much domesticity is apt to pall on any man. She urges Ann to go out more and not confine her entire life to their home, but Ann laughs and tells her that her husband is different, and they are perfectly content in planning for their new home.

Baldwin takes Sylvia and Polly to Madam Zoe's that night, and there Sylvia sees Vincent, and cynically contrasts Ann's belief in him to his real self, for Ann believes him to be working late at the bank.

Unlucky at cards, Vincent loses all their little savings, and as though this were not enough, becomes involved with Madam Zoe, who sees in him a tool whereby she may arouse Van Merton's jealousy and thus consummate her plans.

The next day Vincent, realizing that Sylvia will tell his wife of his escapade, makes a clean breast of his losses with the result that the first quarrel of their married life takes place. Ann, naturally, is resentful of his gambling away their savings, and he takes the injured attitude that after all, he worked for the money and if he chooses to spend it, that is his right.

This rift gradually widens. He continues to visit Madam Zoe and becomes greatly flattered by her attentions; she is the exact opposite of his wife, and in the false atmosphere of a fool's paradise, he thinks he has found happiness which he has missed at home.

Sylvia, realizing how affairs are drifting, decides to tell Ann the conditions and wake her up to the fact that she is very likely to lose her husband. Ann refuses to believe, but finally agrees to go with Sylvia that night and see for herself. She does and is determined that at all costs she will retain the love of her husband, with the result that she begins to respond to the attentions of Van Merton, hoping thereby to arouse her husband's jealousy, and thus the play of cross purposes goes on.

Van Merton becomes genuinely infatuated with Ann. He determines to win her at all costs, and she, playing the game, leads him on.

Van Merton decides to give a party in her honor, and it is here that the final scenes of the drama are staged. Ann gambles and loses heavily. She borrows \$10,000 from Van Merton, giving him an I.O.U., which she promises to redeem with money or—herself. Van Merton determines to make this party the breaking off of his relations with Madam Zoe, who has threatened to kill him if he leaves her.

In Madam Zoe's house there is a sunken pool around which the guests are gathered, and Van Merton tells them that this pool is said to contain the treasures of a sunken pirate ship, and that he has arranged for a diving girl to search for the treasures and give what she finds to his guests. A beautiful girl brings up as her first gift a jeweled dagger, which Van Merton ironically presents to Madam Zoe. The next dive brings to light a beautiful string of pearls which he presents to Ann, and each dive brings up some article of value for his guests.

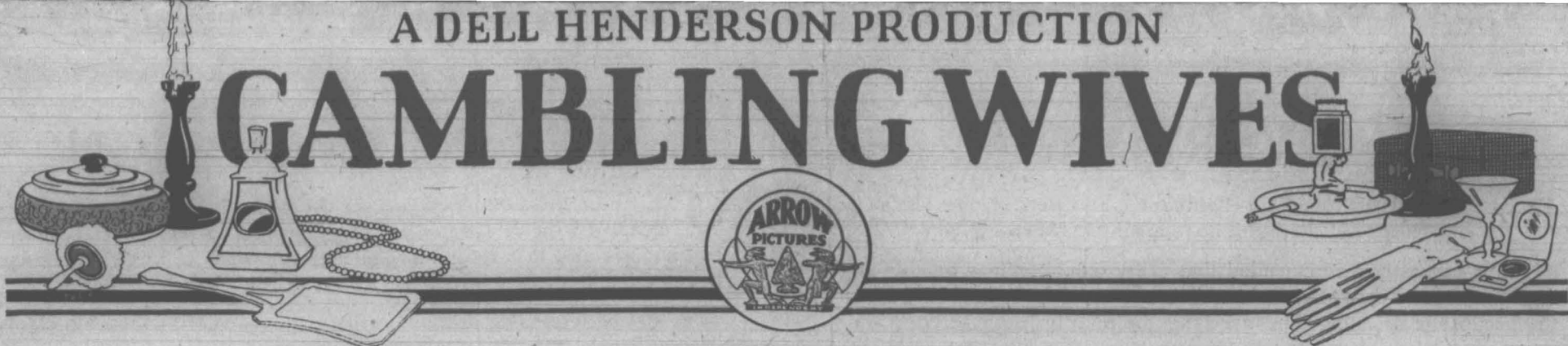
Vincent learns of the party and determines to go there and get his wife. In a stormy scene with Madam Zoe, he has learned of the dupe he has been, and he is resigned to the fact that the real happiness of life lies in his own home now so dangerously near shipwreck.

It is upon this scene that Vincent enters. He finds his wife standing over the dead form of Van



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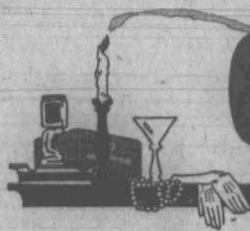
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It is upon this scene that Vincent enters. He finds his wife standing over the dead form of Van Merton and believes she has killed him. Explanations follow and Madam Zoe confesses that she killed Van Merton to save Ann, and both Ann and Vincent realize that the road to happiness lies in their own home, and thoroughly chastened by their experience, they return to their home to face the future together.





GAMBLING WIVES

ADVERTISING

BELOW will be found an Exhibitor's accessory order blank for the convenience of the Exhibitor showing "GAMBLING WIVES."

It is earnestly recommended that every exhibitor playing this production devote a careful study to this book, which is designed solely for the purpose of assisting him in selling the picture to his public.

In it will be found all forms and types of advertising, posters, slides, photographs, oil paintings, cuts, heralds; in fact, everything necessary for the proper advertising and exploitation of this picture.

Never in your history, Mr. Exhibitor, have you had such an advertising and exploitation picture as you have in "GAMBLING WIVES." It is absolutely up to you to put this picture over to the biggest box office receipts you have ever enjoyed.

The producers have done their part in making the picture "sure fire." The Arrow Film Corporation has done its part in creating an advertising campaign which has never been surpassed. It remains for you to sell it to your public.

Therefore, we repeat, clip this order blank out TODAY, fill it out carefully and send it to your exchange right now. Do not delay. Get all the advertising you need.

This is a picture which you need not hesitate to recommend to the absolute limit to your audience. It will back up everything you say about it.

"GAMBLING WIVES"

Accessories Order Blank. Mail to your Exchange.

Theatre

Address

City

-One sheet, style A
-One sheet, style B
-Three sheets, style A
-Three sheets, style B
-Six sheets
-Twenty-four sheets
-Sets black and white stills (8 x 10)
-Sets star photos (8 x 10)
-Sets 11 x 14 Photogelatine Lobby Display
-Sets 22 x 28 Photogelatine Lobby Display
-Slides No. 1
-Slides No. 2
-Slides No. 3
-Slides No. 4
-Slides No. 5
-Trailer
-Sets Herald Plates (3)
-Scene Cuts Nos.
-Advertising Cuts Nos.
-Paintings Nos.
-Music Cues
-Window News assorted
-Novelty No.
-Novelty No.
-Novelty No.
- Special Note

MAILING CAMPAIGN

ONE of the most effective, and, at the same time, inexpensive forms of advertising is the mailing campaign. You undoubtedly have a mailing list, and it is recommended that you write to this list advising them of the showing of GAMBLING WIVES.

A special letter is reprinted on this page, as well as three postcards designed to act as a teaser campaign. Postcards No. 1 and No. 2 simply arouse the curiosity of the patron, but card No. 3 announces GAMBLING WIVES is to be shown at your theatre. These may be used in conjunction with the letter or separately.

It is recommended that the three postcards be sent out at intervals of every other day, and that these be followed up with the letter. This entire campaign will cost little beyond the postage, and while the expense is small, the returns will be great.

POSTCARD No. 1

**The city of is filled with
gambling wives.**

Is your wife a gambler?

POSTCARD No. 2

**Gambling wives have wrecked many
homes.**

Has your wife gambled?

POSTCARD No. 3

**GAMBLING WIVES
The most sensational photo play of
the generation,
will be shown at Theatre
all next week.**

LETTER

Dear Sir (or Madam):

As you know, the management of the Theatre always utilizes the utmost care in selecting the programs for your entertainment.

We endeavor to secure for our patrons the best in pictures, and that we have been fortunate in selecting productions for your entertainment is evidenced by the hearty support which you have given us in the past.

Occasionally, however, we are fortunate enough to secure a picture so far out of the ordinary, so especially good, and so extremely entertaining that we want to make sure every person in our city sees it.

Such a picture is GAMBLING WIVES, the big Arrow special, which we will have the honor of offering for your entertainment next week, and I am, therefore, taking the liberty of writing you personally and requesting that, if you possibly can, you will arrange to attend this theatre some time during the coming week. We know that you will be interested and entertained every moment the picture is on the screen.

GAMBLING WIVES is a Dell Henderson production enacted by an all star cast, among whom are Marjorie Daw, Ward Crane, Hedda Hopper, Lee Moran, Betty Francisco, Charlie Murray, Florence Lawrence, Joseph Girard and a really remarkable child, Baby Dorothy Brock.

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I am not going to tell you anything about the story, which is so unusual that I know you will not wish to have it spoiled by any advance information regarding the plot, but I do want to say that I consider GAMBLING WIVES one of the finest productions that has ever been my privilege to show, and I sincerely hope that you will be able to see it.

Sincerely,

MANAGER.

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